

European Travel Commission • Suite 565, 630 Fifth Avenue, New York, N.Y. 10111 • Tel: (212) 307-1200 • Fax: (212) 307-1205

From: Donald N. Martin & Company, Inc.
630 Fifth Avenue/ Suite 565
New York, NY 10111
Tel: (212) 307-1200

Contact: Deborah Cooper

For immediate release:

NIALL MILLAR OF IRELAND TO LEAD
TRANS-ATLANTIC MARKETING CONFERENCE

*8/9/93
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Niall Millar of Ireland has been named chairman of the European Travel Commission's 1994 Trans-Atlantic Travel Marketing Conference. The conference will convene Nov. 10 at the Plaza Hotel in New York City and run from 9 a.m. through a working lunch.

"We'll look at U.S. regional markets and how each is faring," Mr. Millar said. "We also expect to present new ETC research. And speakers from key industry segments will point the way for 1994."

Mr. Millar is executive vice president of the Irish Tourist Board, responsible for the U.S. and Canadian markets. Prior to this appointment in January 1987, he served as executive director-marketing for the Irish Tourist Board worldwide.

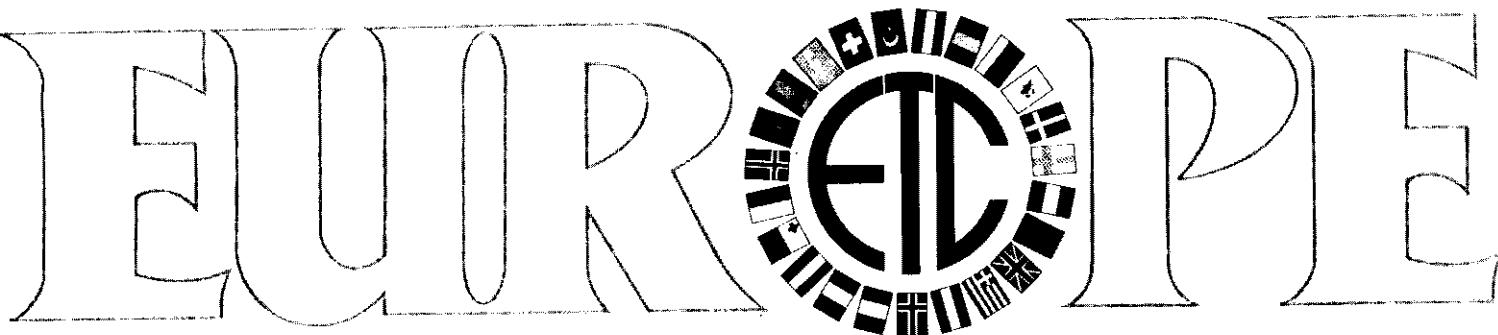
More than 370 industry and government leaders attended the ETC conference last year.

For more information, contact Donald N. Martin & Company at (212) 307-1200 or fax (212) 307-1205.

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FREDERIQUE RAEYMAEKERS TO SUCCEED
MICHEL BOUQUIER AS U.S. CHAIRMAN OF ETC

Frederique Raeymaekers of Belgium will succeed Michel Bouquier as the U.S. chairman of the 24-nation European Travel Commission.

Mr. Bouquier, chairman since 1991, is leaving the French Government Tourist Office to become chief executive officer of the Relais et Chateaux hotel group, based in Paris.

Mrs. Raeymaekers has extensive experience in the U.S. market, having served as director of the Belgian Tourist Office for North America since 1977. A vice chairman of ETC for the past three years, she becomes chairman effective Aug. 1.

"The ETC will continue to work hard to maintain Europe as the favorite overseas destination of American travelers," Mrs.

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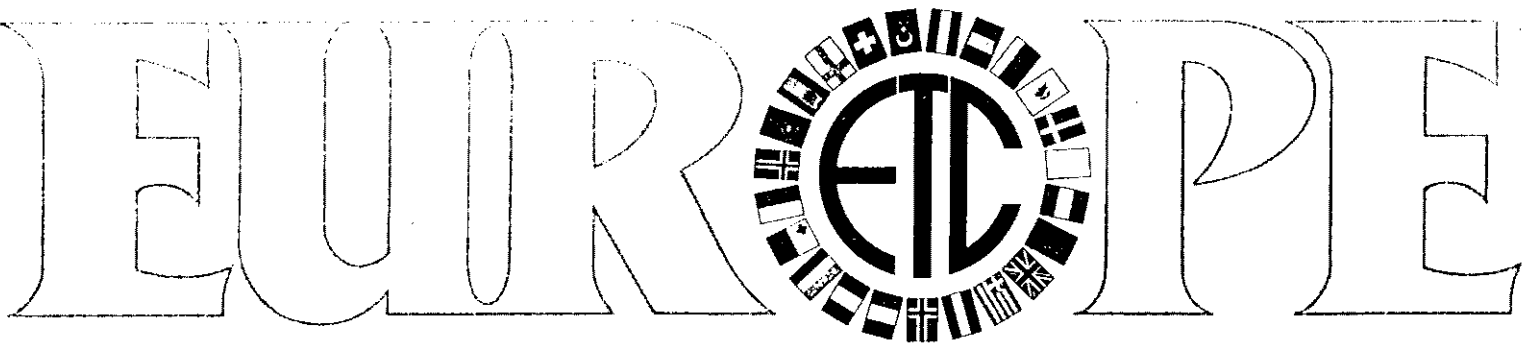
Raeymaekers said. "We are already planning major promotions for 1994 with our industry partners."

Mrs. Raeymaekers, a native of Antwerp, previously served on the administrative staff of UNICEF for Asia and Africa and, before that, as a director of hotels in Africa and The Netherlands. She holds a degree in political science and international relations from the University of Leuven in Belgium.

Mr. Bouquier has served 22 years with the French Government Tourist Office, and has been director general for the U.S., based in New York, since 1987. Previously, he headed the French office in Chicago and served in Zurich.

During Mr. Bouquier's tenure as chairman, ETC undertook several ambitious consumer and trade promotions, notably the "Let's Go, America!" drive following the Gulf conflict in 1991 and this year's national magazine advertising campaign, which has drawn a record response from both the public and travel agents.

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SLOVENIA IS THE LATEST
NATION TO JOIN ETC

Slovenia has been admitted as a member country of the European Travel Commission, the second nation to join this year.

Slovenia has been independent since June 1991. Tourist attractions include medieval churches and castles, thermal spas throughout the country, cave trekking, climbing in the Alps and the Baroque architecture of the capital, Ljubljana.

Slovenia follows Bulgaria, which joined the ETC in January. Altogether there are now 24 member countries. ETC carries out promotions for Europe in the U.S. and other major markets, including Canada, Japan, Australia and Latin America.

"The interest in Slovenia is up -- we are getting an increase in requests from potential travelers," said Darya Gacnik, U.S. and Canadian representative of the Slovenian Tourist

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Information Office. "We are proud to be a part of the all-Europe promotions spearheaded by ETC."

The announcement of Slovenia's membership was made after a recent meeting of ETC principals, held at the EuroDisney resort in Marne-la-Vallée, France.

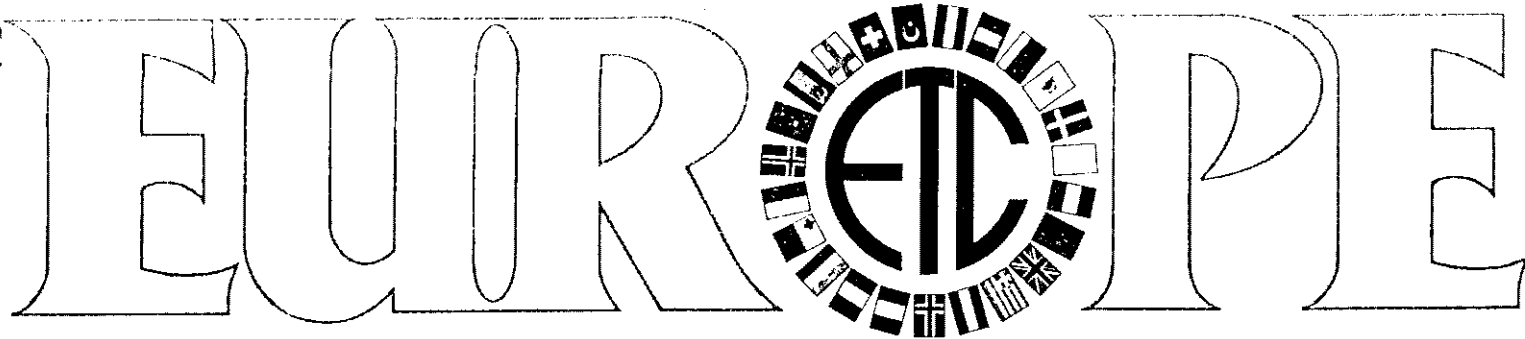
Also announced was the election of Urbain Claeys of Belgium as chairman and Michael Soler of Malta as vice chairman.

Elected to the ETC Planning Committee were Knut Blättermann of Germany and Georges Hausemer of Luxembourg.

The meeting also was attended by European delegates of the World Tourism Organization, who discussed the evolution of tourist markets and forecast overall growth in travel through the end of the century.

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For immediate release:

U.S. TRAVELERS TO EUROPE

BENEFIT FROM SURGING DOLLAR

Americans traveling to Europe are benefiting from the powerful surge of the U.S. dollar vis-a-vis European currencies.

As of Feb. 5, the dollar was worth 15 to 50 percent more than last summer against most European currencies (see attached chart).

"This is a real windfall for our American visitors," reports Michel Bouquier of France, U.S. chairman of the 23-nation European Travel Commission. "The dollar has not reached such strength overall in Europe since its bounce after the Gulf war." (In several countries, including Britain, Italy, Greece and Finland, the dollar is at its highest levels since 1986.)

The cost of hotel rooms, meals and entertainment is considerably lower for those with dollars. Similarly, those who shop in Europe will find prices, in dollars, to be the most

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true throughout Europe. "And there's reason to believe that the forces supporting the dollar's rise will be in play well into the summer," Mr. Bouquier said.

"Of course, exchange rates are volatile and unpredictable. We advise travelers to buy as much of their vacation in advance as possible to lock in good prices before they go."

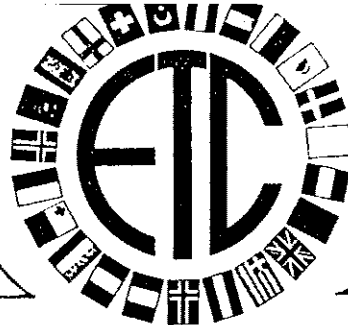
American travelers also can take advantage of low trans-Atlantic airfares. Roundtrip flights from the East Coast to London are now as low as \$390; from the West Coast to Frankfurt as low as \$500. The strengthening dollar also helps tour operators hold the price line on packages and escorted tours.

In 1992, there were an estimated 7 million U.S.-citizen departures to Europe. In 1993, ETC believes traffic could exceed the 1990 record of 7.53 million departures, which accounted for more than 47 percent of all U.S. departures to overseas destinations.

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EUROPE



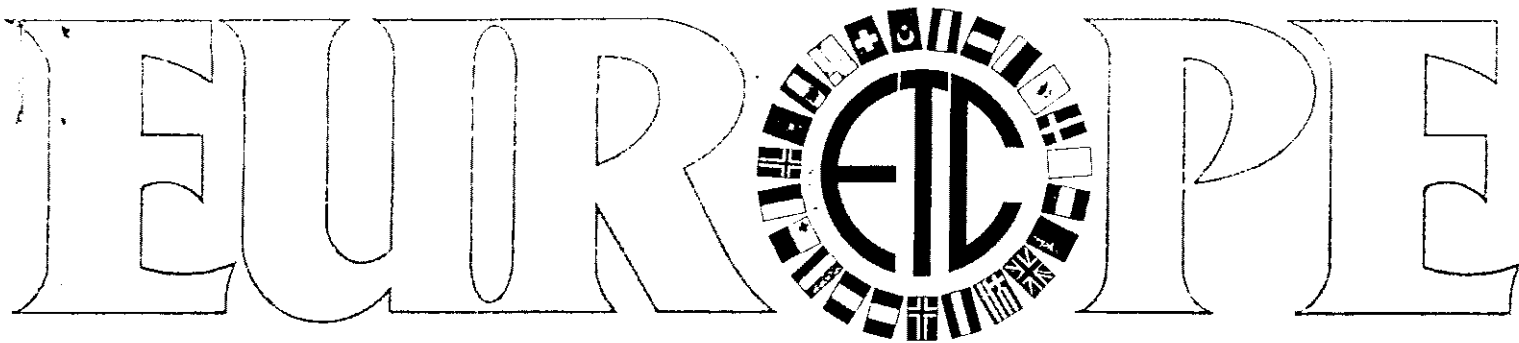
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CURRENCY PER U.S. DOLLAR

	<u>Sept. 1 1992</u>	<u>Feb. 5 1993</u>	<u>Percent Change</u>
BRITAIN (pound)	0.5023	.6934	+ 38.0
FINLAND (finnmark)	3.8361	5.7865	+ 50.8
FRANCE (franc)	4.7965	5.5860	+ 16.5
GERMANY (mark)	1.4010	1.6535	+ 18.0
GREECE (drachma)	174.30	221.45	+ 27.1
IRELAND (punt)	.5328	.6803	+ 27.7
ITALY (lira)	1069.30	1530.00	+ 43.1
NORWAY (krone)	5.5760	6.9678	+ 24.9
PORTUGAL (escudo)	122.61	149.65	+ 22.1
SPAIN (peseta)	91.25	117.28	+ 28.5
SWITZERLAND (franc)	1.2450	1.5315	+ 23.0
EUROPEAN COMMUNITY (ecu) *	.6969	.8463	+ 21.4

* The European Currency Unit is a basket of the 12 European Community currencies, each weighted on the basis of economic impact.

Source: Currency-market values as reported in The New York Times.



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1993 • MAJOR EVENTS • 1993

ALL YEAR

Antwerp--Cultural Capital of Europe 1993. Belgium's great port celebrates the arts. Each year, a cultural capital is designated by the European Community. Madrid was the 1992 Cultural Capital.

Holy Year of St. James. *Santiago de Compostela.* When the Feast of St. James (July 25) falls on Sunday, a Holy Year is declared for Spain's patron saint. Pilgrims and visitors will be welcomed to concerts, debates, symposiums, exhibits, theater.

Edvard Grieg Jubilee. *(Throughout Norway).* Celebrating life and works of the composer on 150th anniversary of his birth. Concerts in *Bergen* and elsewhere. Symposiums, exhibitions.

850th Anniversary of Lubeck *(Germany).* The "Queen of the Hanseatic Cities" flourished in the 14th century. Concerts, exhibitions, medieval markets.

Shakespeare Theater Season. *Stratford-upon-Avon.* The Royal Shakespeare Company's season of new productions.

FEBRUARY

Through October: Sound and Light Shows. (Greece). Performances at the Acropolis in *Athens*, the Palace of the Grand Masters on *Rhodes*, and the Old Fortress on *Corfu*.

18: Opera Ball. Vienna. Held at the State Opera, this is a leading social event of Europe.

———— Carnival ————

The Carnival period leads up to Lent, which begins *Ash Wednesday (Feb. 24)* in Catholic and Protestant regions, and *Shrove Monday (March 1)* in Orthodox countries, including Greece and Cyprus. Some highlights:

Apokreo. *Limassol (Cyprus).* Dress balls, children's parade, Grand Carnival Parade. **Nice Carnival.** *(France).* **Carnival in Malta.** Grotesque masks and decorated floats, open-air dancing competitions. Main events in *Valletta*. **Carnival in Spain.** The week-long festivities are particularly colorful in *Cadiz* and *Santa Cruz de Tenerife (Canary Islands)*. **Carnival in Portugal.** Especially in *Loule, Nazare* and *Ovar*. **Carnival of Binche.** *(Belgium).* World-famous, celebrated for more than 430 years.

MARCH

Through May 21: Henri Matisse Exhibition. Paris. Major retrospective at the Georges Pompidou Center Museum of Modern Art.

3: Torch Slalom. *(Throughout Sweden).* Skiers descend with torches into the town squares.

4: Haydn Festival. *Vienna.* Orchestra and chamber-music concerts.

Note: If this calendar is published whole or in part, we would appreciate attribution to the European Travel Commission.

11-June 13: The Sixties--Art Scene In London. Barbican Art Gallery. The decade as seen by photographers, designers, musicians, film makers.

12-28: Budapest Spring Festival. (Hungary). All genres of music.

19-Sept. 30: Biennale de Sculpture. Monte Carlo. (Monaco). Miro, Calder, Leger, Rodin, Niki de Saint-Phalle and other 20th-century sculptors.

20-Nov. 3: Durham Cathedral: 900th Anniversary. (England). Musical and theatrical events will commemorate the cathedral, which holds relics of St. Cuthbert and tomb of the Venerable Bede, the great 7th-century historian.

27: Oxford v. Cambridge Rowing Race. London. On the Thames.

APRIL

Through Sept.: Music and Light Shows on the Grand'Place. Brussels.

Through May: Spring Arts Festival. Monaco. Montserrat Caballe, Luciano Pavarotti and Roland Petit Dance Co. will take part in this annual celebration of the performing arts.

3: Grand National. Liverpool (England). The famous steeplechase over four miles at the Aintree course.

2-Oct. 31: Europe & America. Lugano (Switzerland). Nineteenth- and 20th-century paintings from the Thyssen-Bornemisza collection.

3-11: Salzburg Art and Antiques Fair. Vienna.

—— Holy Week ——

Holy Week is widely observed. Easter is April 11 in Catholic and Protestant areas; April 18 in Orthodox countries.

4-11: Holy Week. (Throughout Spain). Of particular interest are the processions in Seville, Granada, Malaga, Murcia, Valladolid, Ubeda and Zamora.

4-Oct. 2: Winchester Cathedral: 900th Anniversary. (England). Festivals begin Easter Week in celebration of the cathedral in the old Saxon capital.

8-11: Holy Week. (Throughout Portugal). Religious splendor in Braga, Ovar and Pova de Varzim.

9-18: Art Week. Stockholm. Easter open house in most galleries.

11: Scoppio del Carro (Explosion of the Cart). Florence. A pyramid of fireworks in the Cathedral Square is set off by a mechanical dove driven from the altar during High Mass on Easter Sunday.

13-18: International Pan Celtic Festival. Galway (Ireland). Music, song and dance at annual gathering.

27-May 2: April Fair. Seville. Originally a livestock market, fair is now a five-day extravaganza with riders, singing, dancing and bullfights.

27-June 27: 56th Florence May Music Festival. The oldest Italian festival of the performing arts includes opera, concerts, dance, ballet and drama.

28-May 2: Numus Festival. Arhus (Denmark). Contemporary Danish and foreign music.

End of April: Royal Greenhouses Open to Public. Brussels.

MAY

Through Fall: Festival of Flanders. Ghent, Bruges and other cities (Belgium). Gathering of world-famous musicians.

May and June: Algarve Music Festival. (Portugal). More than 40 concerts throughout the province.

Through Sept.: Dora Stratou Greek Folk Dances. Athens. On Filopapas Hill, opposite the Acropolis.

Through Oct.: 1,000th Anniversary of Potsdam. (Germany). Music festivals, harbor festival, folklore performances, parades, festival of light and an international regatta.

12-13: Annual Pilgrimage to Fatima. (Portugal) Commemorating the first apparition of the Virgin to the little shepherds in 1917.

15-25: Sacred Fire Festival. Sofia (Bulgaria). Sponsored by the World Academy of Arts.

20-23: 51st Monte Carlo Grand Prix. (Monaco). One of the most glamorous Formula One auto races.

21-June 6: Bath International Festival. Bath (England). Includes jazz, opera and concerts.

24-June 6: **French Open.** *Paris.* Roland Garros Stadium.

28-28: **Chelsea Flower Show.** *London.* Presented by Royal Horticultural Society. Covers 22 acres.

25-29: **5th Games for Small States of Europe.** (*Malta*). With 1,200 athletes from Andorra, Cyprus, Monaco, San Marino, Luxembourg, Iceland, Liechtenstein and Malta.

30: **Rocio Pilgrimage.** *Almonte (Spain).* More than a million people journey by horse and carriage from all over Andalusia to shrine of Our Lady of Rocio.

31: **Genzefest.** *Wiltz (Luxembourg).* Gorse flower festival. A parade, with folklore groups, bands and floats. Dancing in the evening. Antiques fair.

31-June 7: **Festival of Roses.** *Kazanluk (Bulgaria).* Rose-picking rituals, folklore, parade and a carnival procession in this perfume center.

JUNE

During: **Reopening of Matisse Museum.** *Cimiez.* Refurbished, this museum near Nice welcomes back traveling works.

During: **Arctic Open Golf Championship.** *Akureyri (Iceland).* Under the Midnight Sun.

During: **Festival of Pergamum.** *Bergama (Turkey).* Drama at the Ancient Theater; folk dancing and handicraft exhibits.

Through early July: **Viking Festival.** *Frederikssund (Denmark).* Open-air pageant in 42nd year.

Through Sept: **Sound and Light.** *Veliko Turnovo (Bulgaria).* Spectacular performances every night at the historic Tzarevets Hill and Fortress.

Through Sept.: **Lycabettus Festival.** *Athens.* Featuring theater, concerts and ballet on Lycabettus Hill, Athens' highest point.

Through Fall: **Festival of Wallonia.** (*Belgium*). Music festival with major orchestras and soloists in Leige and other French-speaking towns.

1: **St. Willibrord Dance.** *Echternach (Luxembourg).* Participants dance in a procession which moves to the Basilica with the shrine of St. Willibrord.

2-15: **Bergen International Festival.** (*Norway*). Theater, opera, jazz, classical and contemporary music. Also, dance and folk music in Grieg's native city.

5-7: **Kataklysmos** (Festival of the Flood). *Limassol, Larnaka, Paphos, Agia Napa (Cyprus).* Celebrations include games, folk dances and boat races.

5-13: **National Agricultural Fair.** *Santarem. (Portugal).* Bullfighting (the bulls aren't killed) and other amusements.

10-19: **Music in Great Irish Homes.** Recitals of distinguished international and Irish musicians in historical homes and castles.

10-Aug. 26: **Music at Stromsholm.** *Stockholm.* A series of concerts at Stromsholm Castle.

11-13: **Shakespearean Nights.** *Limassol (Cyprus).* The 32nd consecutive year. This year's play is *Anthony and Cleopatra* at the Kourion Ancient Theatre.

11-20: **Paris Air Show.** At Le Bourget Airport.

12: **Savaria International Dance Championship.** *Szombathely (Hungary).*

12: **Trooping the Colour.** *London.* Queen Elizabeth II's official birthday parade, led by the Horse Guards.

12-13: **5th International Historical Car Rally.** *Nicosia (Cyprus).*

12-19: **North Cape Festival.** *Honningsvag (Norway).* Exhibitions, concerts, dancing on the wharf and a boat parade.

13-Sept. 18: **Athens Festival.** International artists in the open-air, 5,000-seat Herod Atticus amphitheater at the foot of the Acropolis.

15-Sept. 20: **Vienna's Summer of Music.** Concerts of chamber music, waltz and operetta concerts.

Mid-June/mid-July: **Istanbul International Festival.** Opera, ballet, theater, jazz and folkloric performances, some held at historical sites.

16-21: **Art Expo '93.** *Basel (Switzerland).* International fair of 20th-century art.

18-20: **Riverboat Jazz Festival.** *Silkeborg (Denmark).* More than 50 bands and 200 hours of music.

18-Aug. 30: **Light Nights.** *Reykjavik (Iceland)*. Live theater—Icelandic sagas, historical events, folklore, music.

19-Nov. 21: **Edgar Degas, A Retrospective.** *Martigny (France)*.

20-Sept. 10: **International Cartoon Festival.** *Knokke-Heist (Belgium)*. Original cartoons by artists from more than 50 countries.

22-29: **Mdina Flower and Folklore Festival** *(Malta)*. Art and folklore in the medieval walled city.

23-Aug. 31: **Salzburg Festival.** *(Austria)*. The world-famous music festival.

24-July 18: **Landshut Wedding of 1475.** *(Germany)*. With 2,000 townspeople, this Bavarian town re-enacts the 15th-century wedding of Hedwig, a Polish king's daughter, and George, son of Landshut's duke.

27-Aug. 22: **Schleswig-Holstein Music Festival.** *(Germany)*. Great artists present music from classical to modern. Settings include castles, churches and barns.

29 & July 1: **Ommegang Pageant.** *Brussels*. Recreates 1539 reception for Emperor Charles V on the Grand'Place.

29-July 5: **Oiled Wrestling Matches.** *Edirne (Turkey)*. National sport dating back six centuries.

30-July 27: **Savonlinna Opera Festival.** *(Finland)*.

Last week: **International Music and Dance Festival.** *Granada (Spain)*. International performers in the Alhambra, the adjoining Renaissance palace of Charles V and the Generalife Gardens.

JULY

Through August: **Varna Summer International Music Festival.** *(Bulgaria)*. Held annually for the past 60 years, it includes concerts, opera and ballet.

Mid-July/mid-August: **Malta Fest.** A month of cultural activities with local and foreign artists. The Malta Jazz Festival is July 23-25.

Through September: **Drama in Ancient Theaters.** *Kavala, Philippi, Thassos (Greece)*.

2-11: **Copenhagen Jazz Festival.** New Orleans jazz, swing, bebop and fusion fill cafes, squares and even

the canals. Most outdoor events are free.

2-17: **International Jazz Festival.** *Montreux (Switzerland)*. Past festivals welcomed B.B. King, Miles Davis and Ella Fitzgerald.

2-Aug. 31: **71st Verona Outdoor Opera.** *(Italy)*. Spectacular productions of the world's best-loved operas presented in the Roman amphitheater.

2 (and Aug. 16): **Palio Horse Race.** *Siena*. Procession and bareback horse race; first held in 17th century.

3-Aug. 22: **Ancient Greek Theater.** *Epidaurus (Greece)*. Plays of Sophocles at the 14,000-seat, 3rd-century B.C. amphitheater on the Peloponnese.

3-10: **Swedish Open.** *Stockholm*. International tennis.

4: **Firework Display.** *Geneva (Switzerland)*. In honor of the U.S. on the 4th of July.

6-14: **San Fermin Festival.** *Pamplona (Spain)*. Men and women in Basque dress race bulls to the bullring. Singing, dancing, drinking go on all week.

10-25: **International Bartok Festival.** *Szombathely (Hungary)*. In honor of the native-son composer.

11: **Remembrance Day.** *Ettelbruck (Luxembourg)*. Honors Gen. George Patton Jr. and the American soldiers buried at the military cemetery in Hamm. Parade, air show and concerts.

15-18: **British Open.** *Sandwich (England)*. The 122nd year, at the Royal St. George's Golf Club.

17-18: **Feast of the Redeemer.** *Venice*. Procession of gondolas and other craft commemorates the end of the epidemic of 1575.

17-25: **Folk Music Festival.** *Kaustinen (Finland)*. Largest folk festival in the Nordic countries.

17-Aug. 7: **Les Choregies d'Orange.** *Orange (France)*. A major music and opera festivals, set in the well-preserved Roman theater.

20-Aug. 7: **Fireworks Festival.** *(Monaco)*. Expert pyrotechnists take over Port Hercule.

23-Aug 23: **Salzburg Festival** *(Austria)*. The celebrated music festival; an opera lover's dream.

25-Aug. 28: **Wagner Festival.** *Bayreuth (Germany)*. Draws opera fans to the baroque and rococo Bavarian town where Wagner lived and worked.

AUGUST

6-9: **Cutty Sark Tall Ships Race.** *Esbjerg (Denmark)*. The final races of this giant competition will draw 80 to 100 sailing ships.

14-Sept. 8: **International Music Festival.** *Lucerne (Switzerland)*. Tchaikovsky, Rachmaninoff and other Russian composers.

15: **Formula 1 Grand Prix.** *Mogyorod (Hungary)*.

21-29: **Kilkenny Arts Week.** *(Ireland)*. International ensembles, films, visual arts exhibitions and literary events.

20-26: **Rose of Tralee International Festival.** *(Ireland)*. The "rose" is chosen from girls of Irish descent from all over the world.

20: **Flower Carnival.** *Debrecen (Hungary)*.

22-Sept. 5: **Schueberfouer.** *Luxembourg City*. Founded in 1340, this shepherd's market has become a fair.

24-Sept. 12: **Helsinki Festival.** Music, film, theater and opera.

SEPTEMBER

Through: Homecoming Festival. (Throughout Ireland). Of particular interest to those of Irish heritage.

Through Sept.: **Bodrum Festival.** *(Turkey)*. Turkish classical music, concerts, art exhibits, water sports.

1-12: **Limassol Wine Festival** *(Cyprus)*. Free wine for everyone. Also performances of music and dance.

4-5: **Unspunnen Festival.** *(Switzerland)*. Heritage festival with people in traditional costumes, yodelers, alhorn blowers, wrestlers and stone throwers.

4-12: **Arhus Festival.** *(Denmark)*. Concerts, theater, exhibitions and sports.

5: **Historic Regatta.** *Venice*. Traditional competition among two-oar racing gondolas preceded by a procession of ceremonial boats.

10-Jan. 9: **Giverny Exhibition.** *Humblebaek (Denmark)*. At the Louisiana Museum of Modern Art.

11-12: **Grape and Wine Festival.** *Grevenmacher (Luxembourg)*. Fireworks, folklore parade and sale of wine in public squares.

11-13: **Clarenbridge Oyster Festival.** *Galway (Ireland)*. Festival of food, music, song and dance.

18-Oct. 3: **Oktoberfest.** *Munich*. The world's best-known beer festival. Sausages, pretzels, beer, sing-alongs with brass bands, amusement park rides and *gemutlichkeit*.

Through October: Festival of the Arts. *Plovdiv (Bulgaria)*. Theater, opera, ballet and music performances in a 2nd-century theater; art exhibitions and chamber music concerts.

OCTOBER

During: Viennale '93. *Vienna*. Film festival.

3-9: **Baltic Herring Market.** *Helsinki*. A 200-year-old tradition; fishermen sell from their boats.

9-10: **International Kite Festival.** *Rigi (Switzerland)*.

21-Nov. 1: **National Gastronomy Festival.** *Santarem (Portugal)*. All regions of the country offer their fare.

22-25: **Jazz Festival, Kinsale Style.** *(Ireland)*. Jazz greats in County Cork.

24: **Athens Marathon.** Retracing a young warrior's run to announce the Athenian victory over the Persians in 490 BC.

NOVEMBER

14-19: **Fifth Malta Choir Festival.** Choirs from all over Europe.

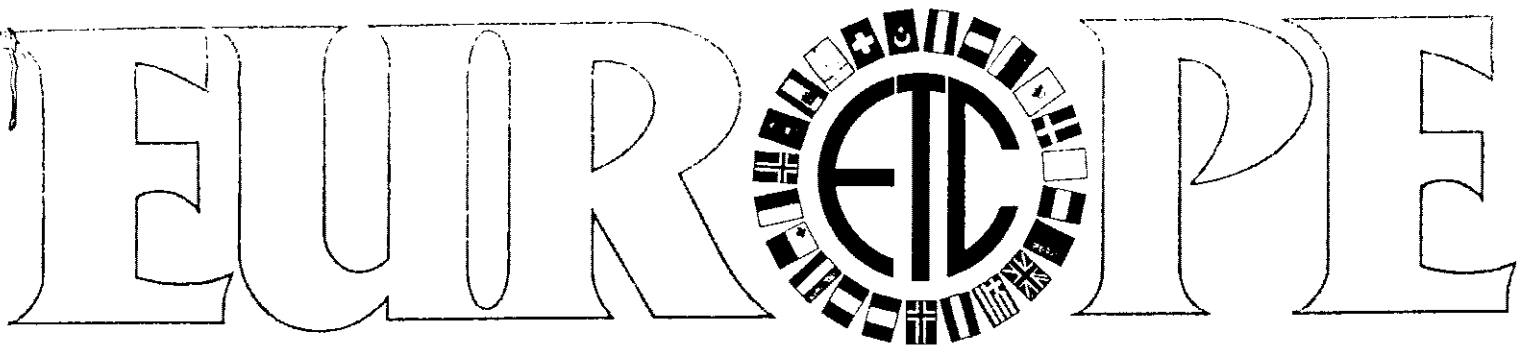
22-Dec. 24: **Christmas Markets.** *(Throughout Germany)*. In the main squares of many cities and towns. Christmas tree ornaments, gingerbread, toys and Christmas decorations are sold.

DECEMBER

During: Festival Of Mevlana. *Konya (Turkey)*. Whirling Dervishes dance to traditional music to honor the founder of their order.

31: **Imperial Ball.** *Vienna*. Elegant ball ushering in the new year at the Imperial Palace.

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EUROPEAN TRAVEL FACTSHEET

PEAK SEASON 1993

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I. HIGHLIGHTS

- American travel to Europe has rebounded, with an estimated 7 million U.S.-citizen departures in 1992. In 1993, ETC believes traffic could exceed the 1990 record of 7.53 million departures. Europe remains the No. 1 overseas destination for U.S. travelers, accounting for more than 45 percent of all overseas departures.
- The rising dollar is encouraging Americans to travel to Europe in 1993. Last year, cost was a major concern, as revealed by an ETC survey of potential travelers to Europe. As of February, the dollar was worth 15 to 50 percent more than last summer against European currencies. This is good news for travelers who will be able to buy far more with their dollars.
- Low airfares continue as carriers compete for trans-Atlantic passengers. For example, special off-peak fares start at \$390 roundtrip, New York-London. For the coming peak season (May-September), a number of carriers are talking about promotional fares as low as \$600 roundtrip.
- Planning ahead makes travel to Europe even more affordable. Americans are shopping for good deals and finding many ways to save. There is an incomparable variety of hotel, ground transportation and sightseeing packages available. A knowledgeable travel agent can find and book dollar-saving options at no extra cost.
- Major events are scheduled throughout the year. In 1993, the Louvre celebrates its 200th anniversary; Antwerp is Europe's Cultural Capital; Copenhagen's Tivoli Gardens opens its 150th season; Norway commemorates the 150th anniversary of the birth of composer Edvard Grieg. In Greece, the city of Rhodes continues its 2,400th anniversary celebration; It's Holy Year in Santiago de Compostela, Spain, and pilgrims from all over the world will come to pay homage to the apostle Saint James, who is said to be buried there.
- The Single Market is in place. Border restrictions have been lifted on goods and capital between European Community countries, which is expected to have a downward influence on prices generally. Airfares also have been pushed down by the increased competition among carriers in EC countries. Passport and customs checks are scheduled to be eliminated this summer at borders between most of the 12 EC nations. France, The Netherlands, Luxembourg, Spain and Portugal have ratified the treaty.
- The U.S. and Europe benefit from balanced travel. Trans-Atlantic travel is well balanced, to the economic advantage of both sides. European travel to the U.S. reached parity with American trans-Atlantic travel in recent years, making the route the busiest in the world with as much as \$30 billion in total spending, excluding airfare.

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II. SOME LEADING EVENTS

- Antwerp--'93 Cultural Capital of Europe.

Antwerp has been named the City of Culture for 1993 by the European Community. Beginning in March, the Belgian port city will host a celebration of visual arts, performing arts, applied arts, literature, music, architecture and historic restoration. Antwerp is the native city of Peter Paul Rubens. The city's role as a world diamond center is reviewed in "The Diamond in the 17th Century" exhibit at the Provincial Diamond Museum acknowledge.

- 900th Anniversary of Durham and Winchester cathedrals.

From March through November, 900 events are scheduled to commemorate the anniversary of Durham Cathedral. Winchester Cathedral will host a folk festival, art exhibitions and other events run from Easter through October.

- Edvard Grieg Jubilee.

The composer known as "the voice of Norway" will be celebrated with concerts, symposiums and exhibitions in cities throughout the country, including Bergen, where he was born 150 years ago.

- Holy Year of St. James.

When the Feast of St. James falls on a Sunday, as it does this year, a Holy Year is declared for the patron saint of Spain. Celebrations including exhibits, concerts and symposiums will be held at Santiago de Compostela (in Galicia), a pilgrimage site for centuries.

- Tivoli Gardens' 150th Anniversary.

Festivities will take from April 22 through Sept. 19, celebrating the 1843 opening of this fairy-tale park in Copenhagen, which was designed by Georg Carstensen.

- 1,000th Anniversary of Potsdam.

Bordering on Berlin, the town where Frederick the Great built Sans Souci palace and Prussian kings resided will commemorate its millennium with a program of musical, theatrical and sports events.

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III. IMPORTANT MUSEUM SHOWS

- 200th Anniversary of the Louvre.
Commemorating its 1793 opening, the museum presents an exhibition of works inspired by its masterpieces, featuring artists including Degas, Turner, Manet, Dali and Magritte.
- Denmark's Erotic Museum Opens.
This new museum has drawn wide attention in Copenhagen. It exhibits erotica through the ages from around the world. The permanent collection includes Etruscan drawings, Chinese paintings and a lifelike tableaux created by craftsmen from Tussaud's Wax Museum.
- New Austrian Theater Museum.
More than 1.4 million items are featured in the new Vienna museum, said to be the largest of its kind in the world. The collection includes costumes, stage props, programs, posters and set designs.
- History of the Kingdom of Sweden.
This exhibit is the country's largest, covering 1,500 years of Sweden's history and taking place between the Museum of National Antiquities and the Nordic Museum, both in Stockholm. Other related exhibits will be shown at dozens of local and regional museums. Displays feature tools and instruments, architectural elements, furniture, clothing, paintings and more.
- Year of Miro.
In homage to the 100th anniversary of the birth of the Surrealist, 1993 has been designated "The Year of Miro" in Barcelona. The Miro Foundation will hold a major exhibition of his work from April 20 through Aug. 30.
- Ireland's Queenstown Museum Opens.
The colorful history of the port town of Cobh, near Cork, will be illustrated when the Queenstown Museum opens in March. Cobh was a principal port of emigration for many famine victims fleeing to America and for political convicts bound for Australia. It also was a port of call for many of the great ocean liners -- including the Titanic on her first and last voyage.
- The Villa Favorita Goes Public.
Switzerland's Villa Favorita in Lugano-Castagnola has one of the largest private collections of art in the world, and in April will be open to the public. Among the masters represented are Edward Hopper, Jackson Pollock, William Merritt Chase and Charles Demuth.
- Matisse Museum Re-opens.
In Nice, the newly refurbished Matisse Museum opens its doors in June, welcoming back many masterpieces that have been on tour over the past year.

IV. DOLLAR vs. EUROPEAN CURRENCIES

This chart illustrates the rise of the dollar vis-a-vis various European currencies since last summer.

	<u>Sept. 1</u> <u>1992</u>	<u>Feb. 5</u> <u>1993</u>	<u>Percent</u> <u>Change</u>
BRITAIN (pound)	0.5023	.6934	+ 38.0
FINLAND (finnmark)	3.8361	5.7865	+ 50.8
FRANCE (franc)	4.7965	5.5860	+ 16.5
GERMANY (mark)	1.4010	1.6535	+ 18.0
GREECE (drachma)	174.30	221.45	+ 27.1
IRELAND (punt)	.5328	.6803	+ 27.7
ITALY (lira)	1069.30	1530.00	+ 43.1
NORWAY (krone)	5.5760	6.9678	+ 24.9
PORTUGAL (escudo)	122.61	149.65	+ 22.1
SPAIN (peseta)	91.25	117.28	+ 28.5
SWITZERLAND (franc)	1.2450	1.5315	+ 23.0
EUROPEAN COMMUNITY (ECU)*	.6969	.8463	+21.4

* The European Currency Unit represents a basket of the 12 European Community currencies, each weighted on the basis of economic impact.

Source: Currency-market values as reported in The New York Times.

V. DOLLAR-STRETCHING TIPS

Americans can make the most of the strength of the U.S. dollar by planning ahead and following these practical suggestions:

- Use a travel agent to help you shop for the best airfares and packages.
- Buy as much of your vacation as possible before you leave the U.S.
- Consider travel packages to save on airfare, accommodations, rental car, rail travel, etc. Many packages are designed for independent travelers who want to set their own pace.
- When in Europe, stop at city tourist offices for the latest information on events and discounts. Many also can book visitors into approved accommodations in every budget range.

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- Look for hotel bargains. Many hotels offer discounted room rates.
- Use public transportation. Subways and buses are generally clean, safe and reliable. Consider discount passes offered by many countries and cities.
- Consider traveling by train between cities. Trains are fast and frequent. Consider buying a regional or national railpass for further savings.
- Dine on regional specialties; drink likewise. Eat where the locals eat.
- Use credit cards when possible to reduce transaction fees. Exchange currency at banks rather than hotels.
- Look for VAT-refund forms when shopping. Most countries put a Value-Added Tax on products; foreign visitors usually can get refunds.

VI. VACATION VALUE SAMPLER

- Rail travel offers outstanding bargains, such as the Eurail Flexipass, good in 17 countries, which entitles holders to first-class rail travel for a certain number of days within a specific period, starting at \$298 for five days of travel within two months. The original Eurailpass is good for unlimited first-class rail travel. Prices are \$460 for 15 days; \$598 for 21 days; \$728 for one month; \$998 for two months; and \$1,260 for three months. The Eurail Youth Flexipass is good for unlimited second-class rail travel for people under 26 years old. Prices start at \$220 for any five days in two months. Other bargains are the Eurail Saverpass and EurailDrive programs, as well as national rail passes.
- Portugal's Turismo de Habitacao program allows visitors to stay at rural properties ranging from mansions to cottages and farms. In return, property owners receive government assistance to help preserve their homes.
- Bulgaria, a major destination for Eastern Europeans with its Black Sea resorts, offers many tours for Americans, starting at \$805 for airfare and a seven-day land package.
- Rail Europe is introducing a rental-car-only service in partnership with Avis, with prices starting at \$179 in Britain and Germany for one week with unlimited mileage, including taxes and insurance.
- American Express Vacations is offering a "London & Countryside" land package, starting at \$515, per person, double occupancy. Package includes hotel accommodations, unlimited mileage and more.
- In Italy, fine leather shoes and other specialties cost 30 percent less than last year.

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- British Airways has introduced "Step Into A New World," a new service program including individual seat-back videos, redesigned seating for improved comfort, a lounge at Heathrow and more.
- In Iceland, an Omnibus Passport provides unlimited bus travel for one week for \$200.
- Greece offers affordable lodging, with a double room and bath in some first-class hotels in Athens priced as low as \$90. Pensions throughout the country start at \$15.
- The WunderHotel Program offers low-priced lodging in more than 130 German cities, including eastern states. The similar DanubeCheck program is good in hotels throughout Germany, Austria and Hungary.
- A four-star beach hotel in Cyprus starts at \$50 per person, including breakfast and taxes. Dining also is a bargain, and a meal with wine usually costs no more than \$12.
- The catamaran ferry from Syracuse in Sicily to Malta takes about two hours and costs \$48 roundtrip.
- The Monaco Prefers Visa program offers cardholders benefits including suite or deluxe room upgrades, American breakfast or champagne, helicopter transfers to the local airport, Hertz rental double upgrade and other amenities.
- The Helsinki Card, which provides free transportation and other options, is now valid for a set number of hours (24, 48, 72) instead of days. Benefits of the card include a free sightseeing coach tour, admission to nearly 50 museums and attractions and discounts at theaters, concerts, restaurants and more.
- Istanbul's vast Grand Bazaar contains more than 4,000 shops with an unlimited variety of goods, from carpets to silver to fine leather products.
- You can visit Budapest and Vienna for as little as \$459 per person, double, for seven days/six nights traveling to Budapest-Vienna, through Ibusz Travel Inc. Airfare is additional.
- Special airfares to Luxembourg, offering group rates for the individual traveler, are available from Icelandair on select dates. Date of departure is the only restriction.
- Air France, Sabena and Czechoslovak Airlines have formed a partnership offering a low-cost Euro Flyer Pass for travel between more than 100 destinations in Europe.
- Inter-Continental Hotels offers a choice of 39 hotels in 27 cities, with room rates starting at \$99 per night, per room.

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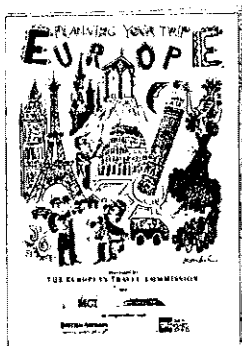
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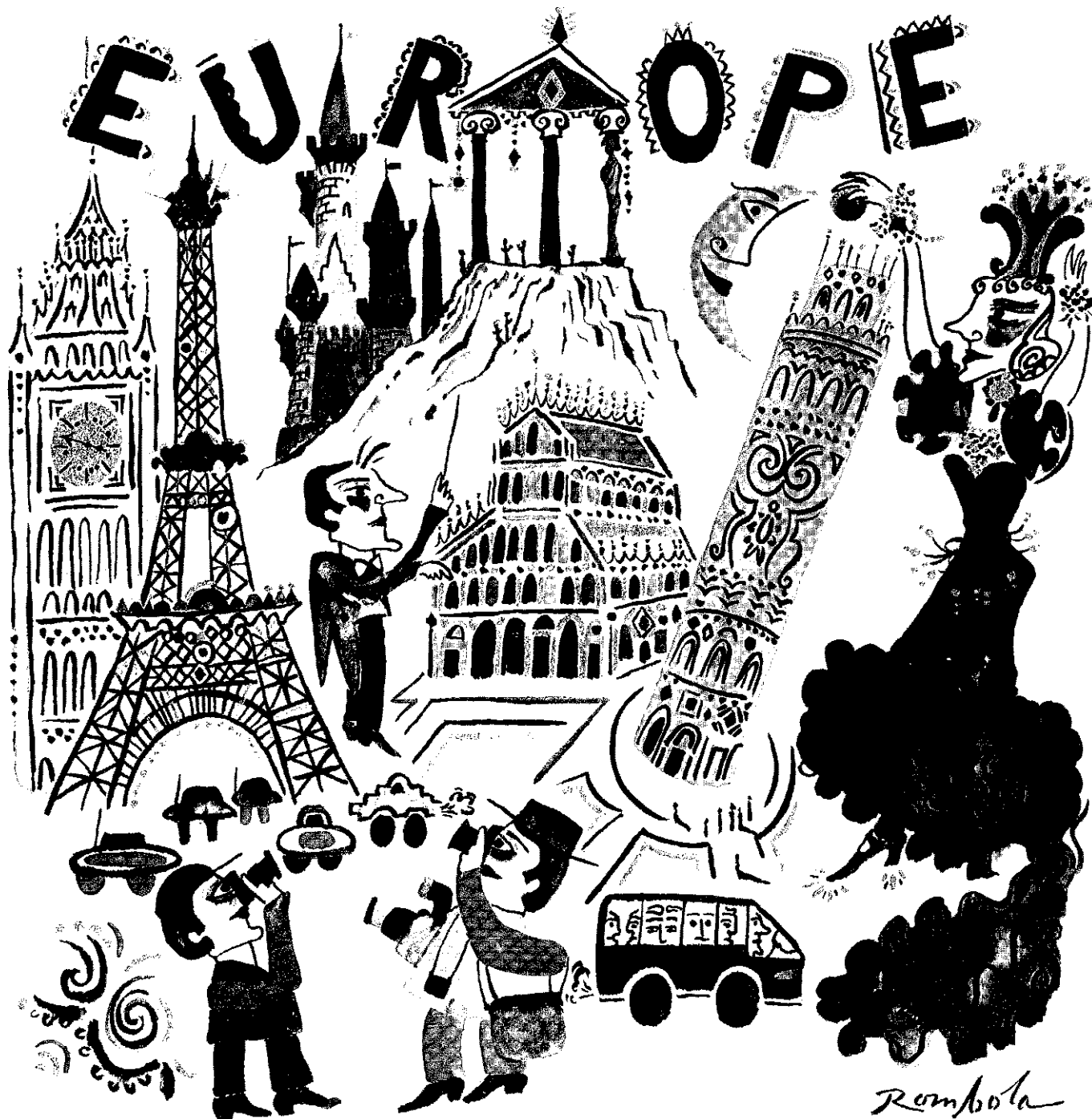
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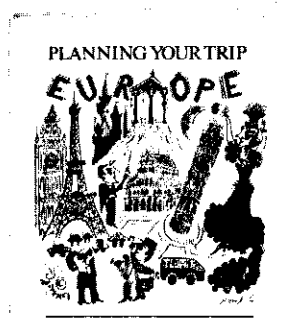
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